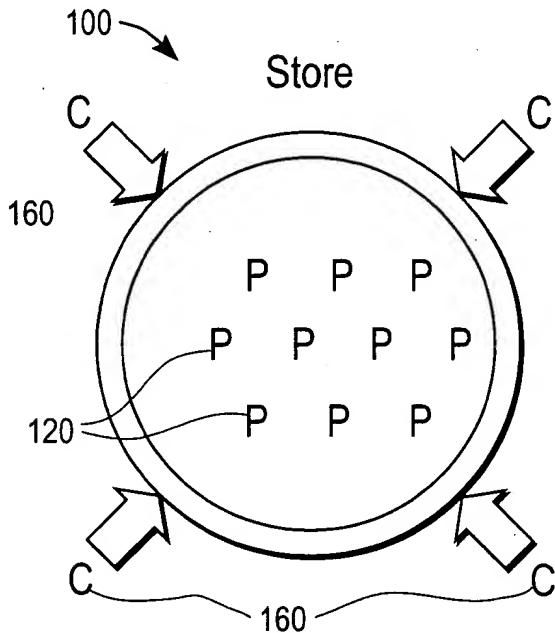




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A GROUP-BUYING SALE  
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P = Product  
C = Consumer  
S = Store

FIG. 1  
(PRIOR ART)

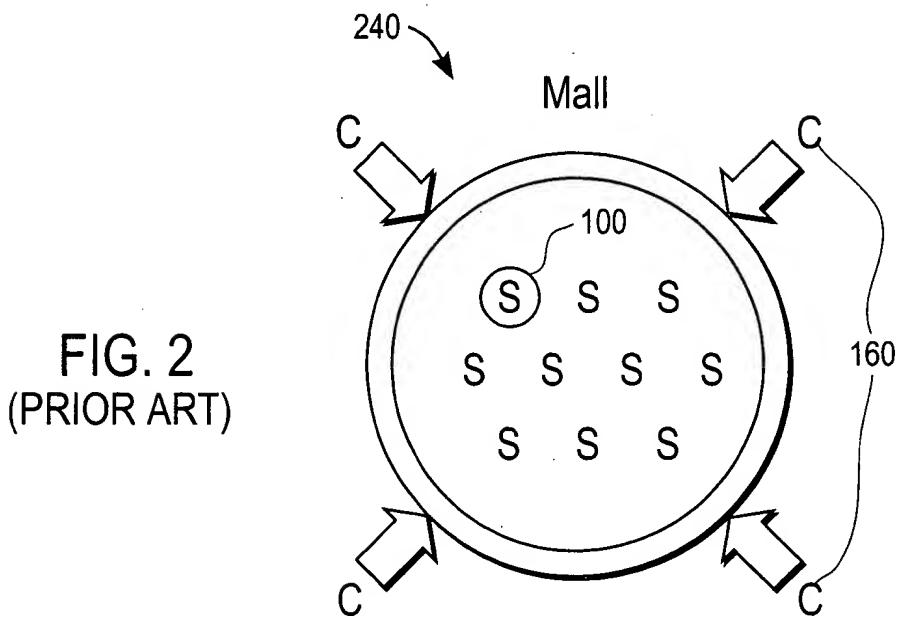


FIG. 2  
(PRIOR ART)

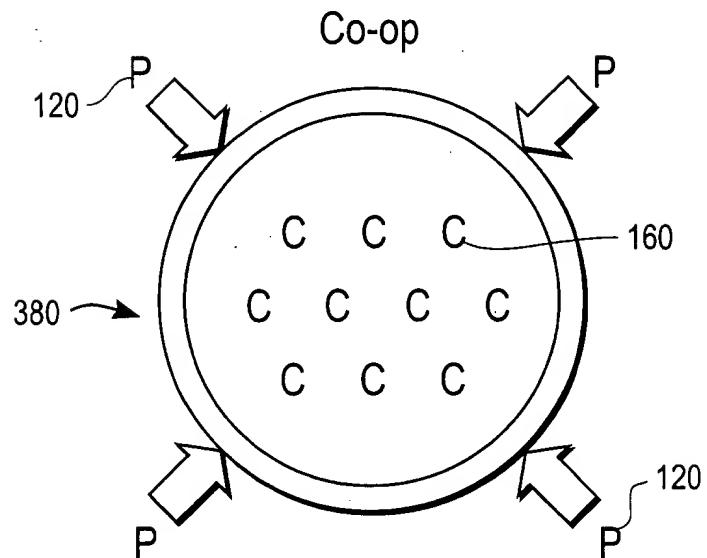
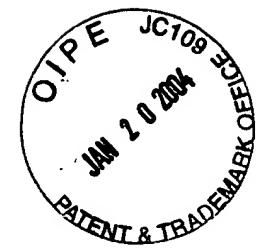
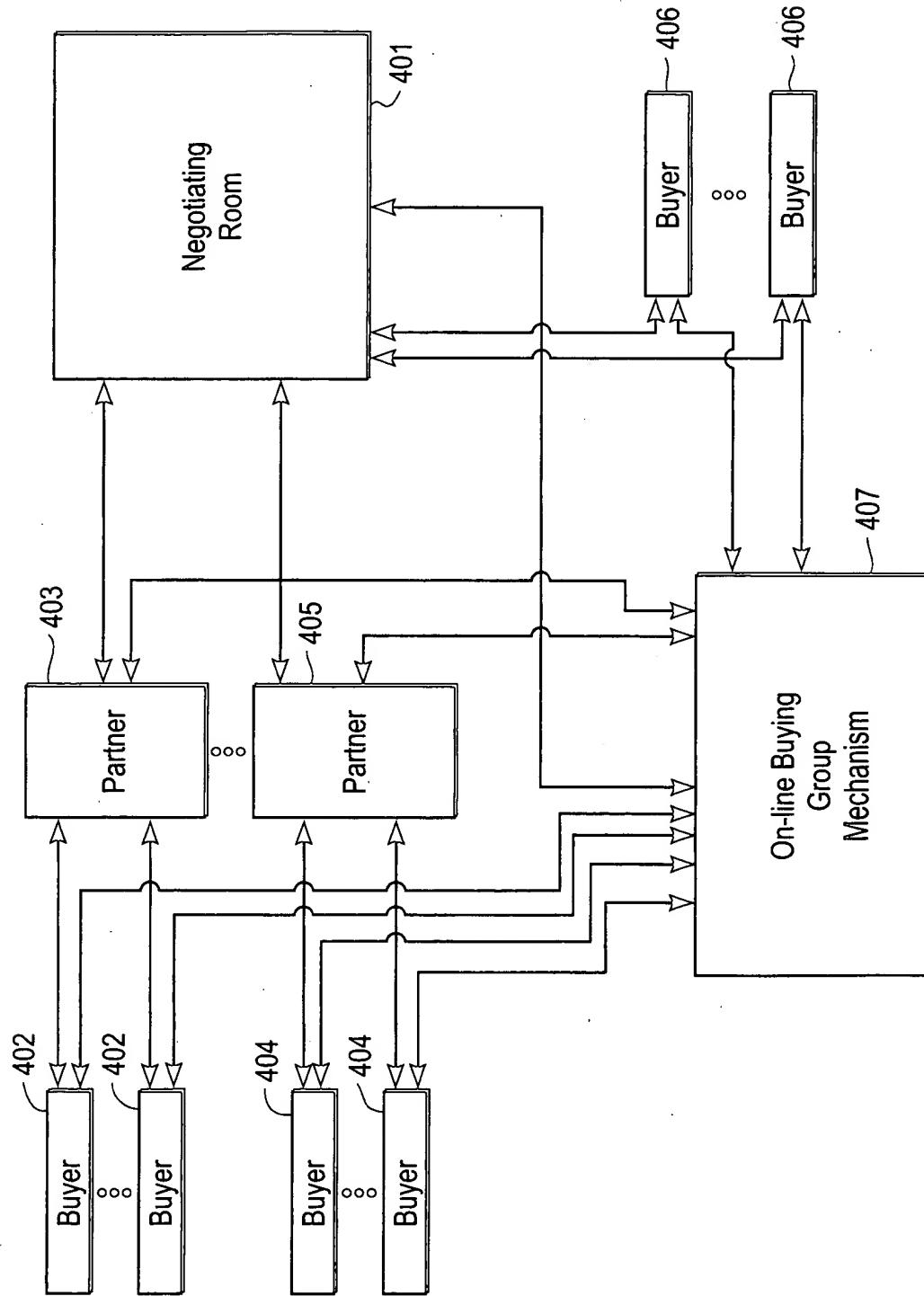


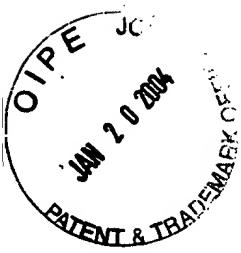
FIG. 3



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Inventors: Tom Van Horn *et al.*  
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Inventors: Tom Van Horn *et al.*  
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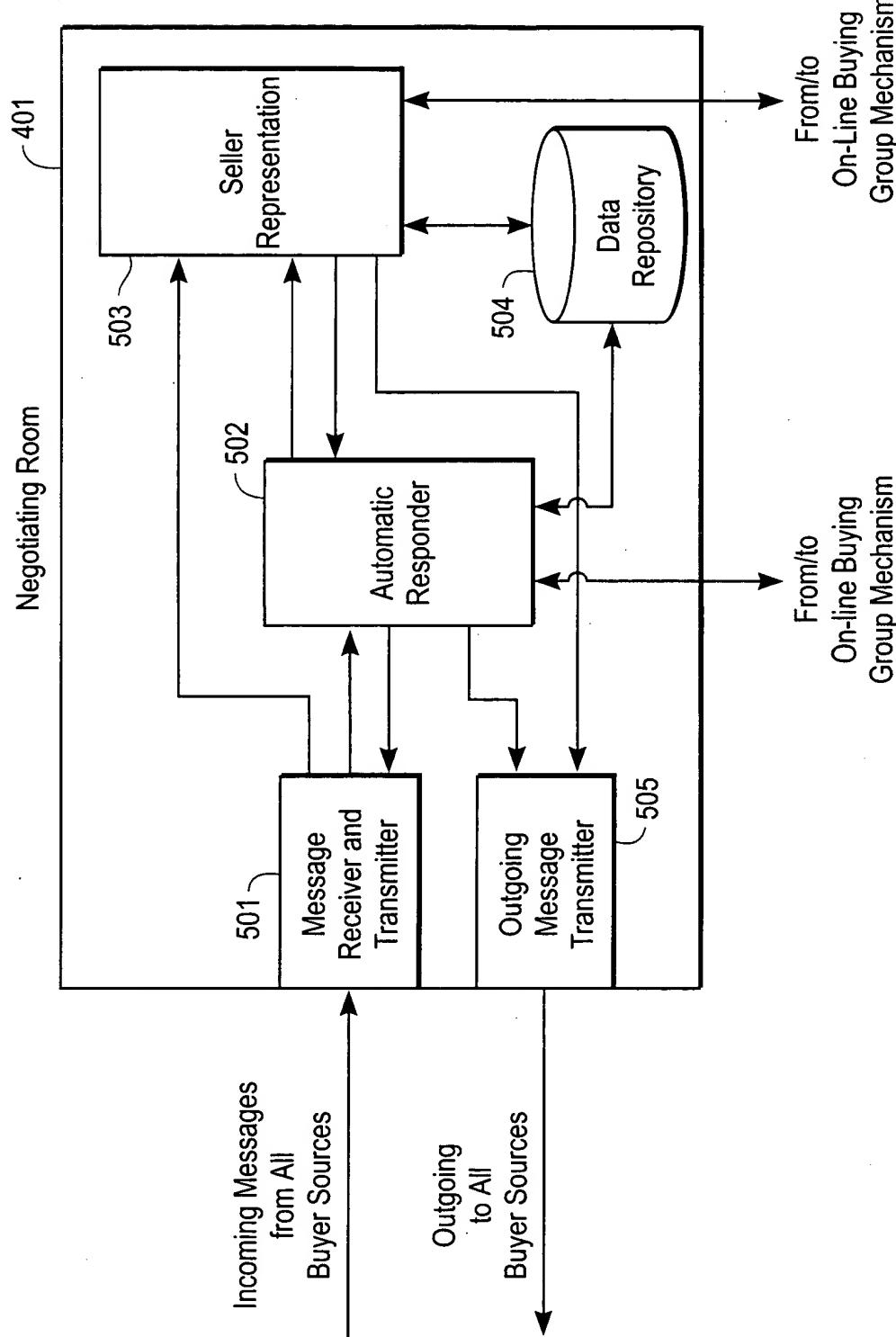


FIG. 5



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Inventors: Tom Van Horn *et al.*  
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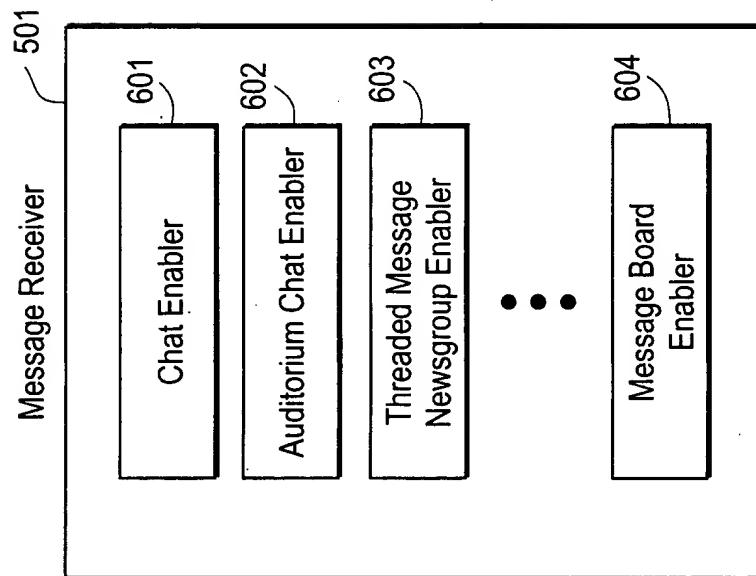


FIG. 6A



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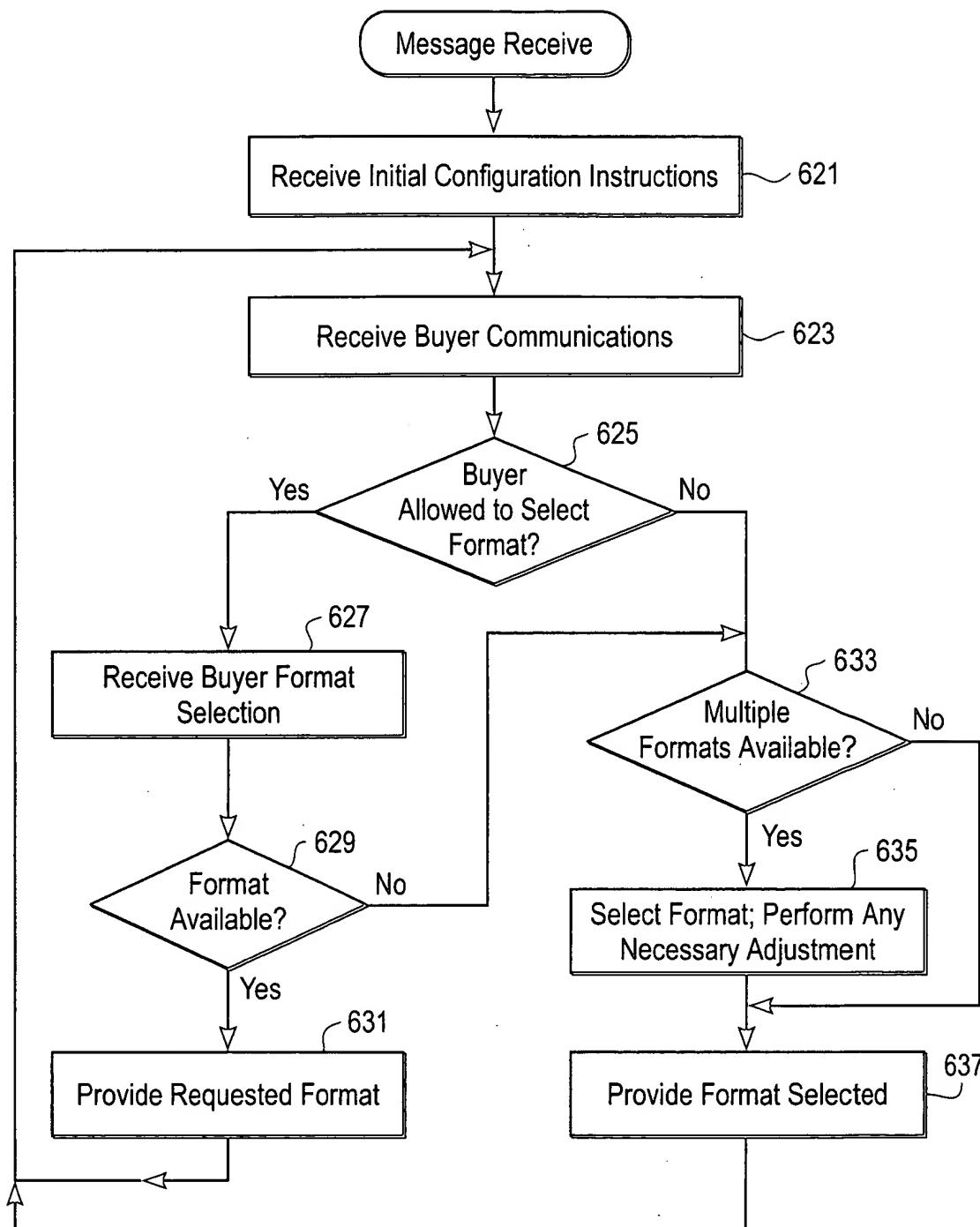


FIG. 6B



Application No. 09/596,921  
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A GROUP-BUYING SALE  
Inventors: Tom Van Horn *et al.*  
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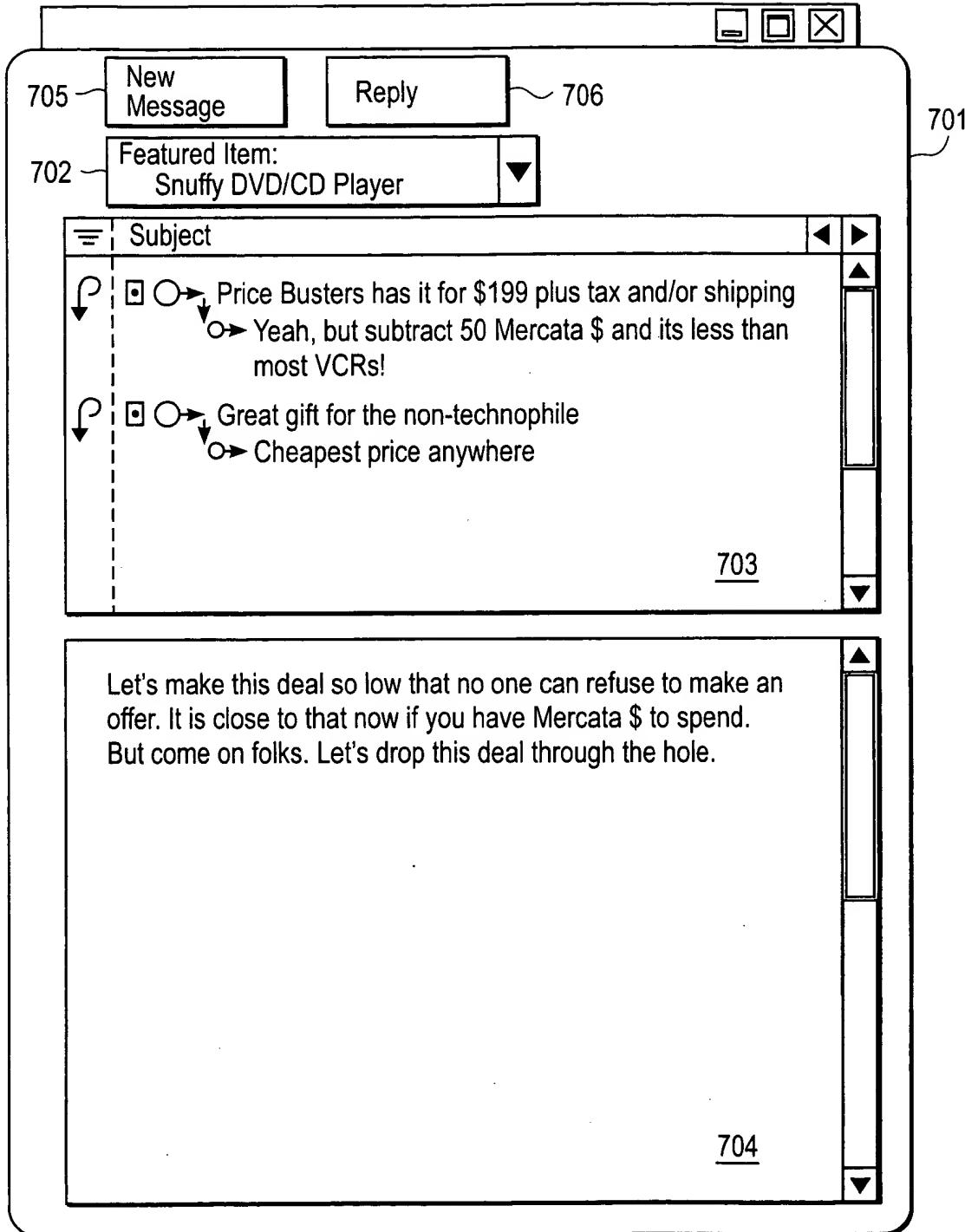
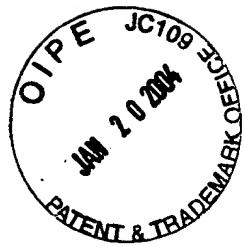


FIG. 7



Application No. 09/596,921  
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A GROUP-BUYING SALE  
Inventors: Tom Van Horn *et al.*  
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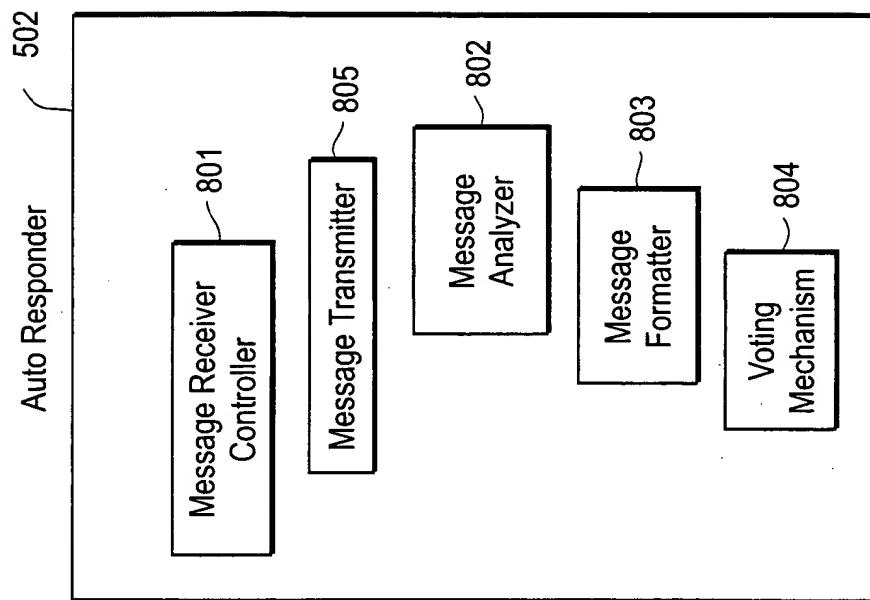


FIG. 8



Application No. 09/596,921  
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A GROUP-BUYING SALE  
Inventors: Tom Van Horn *et al.*  
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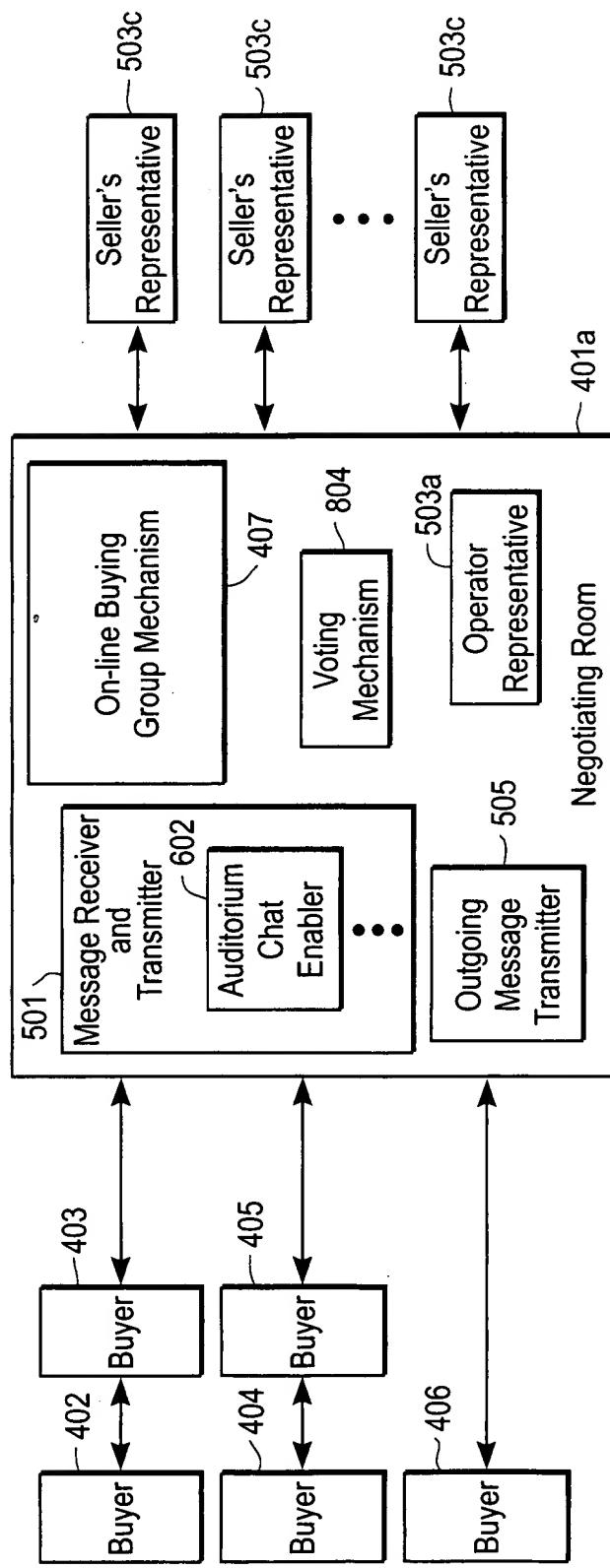
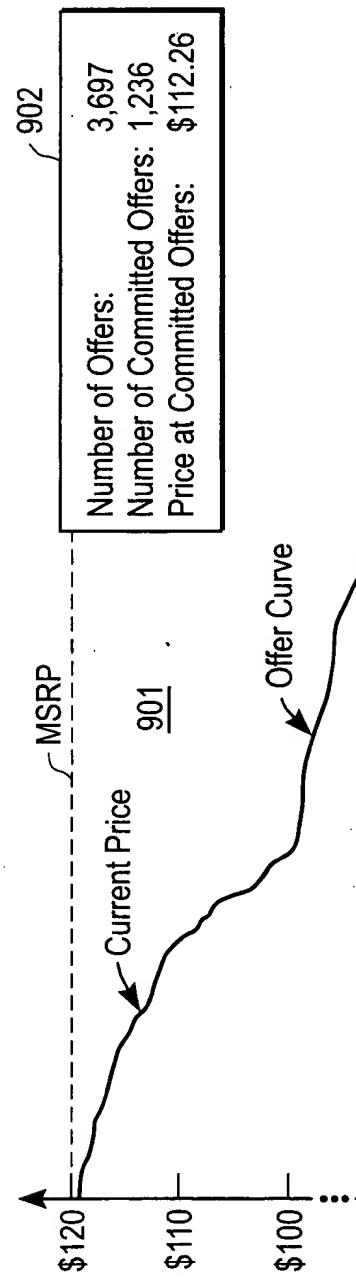


FIG. 9A



**FIG. 9B**

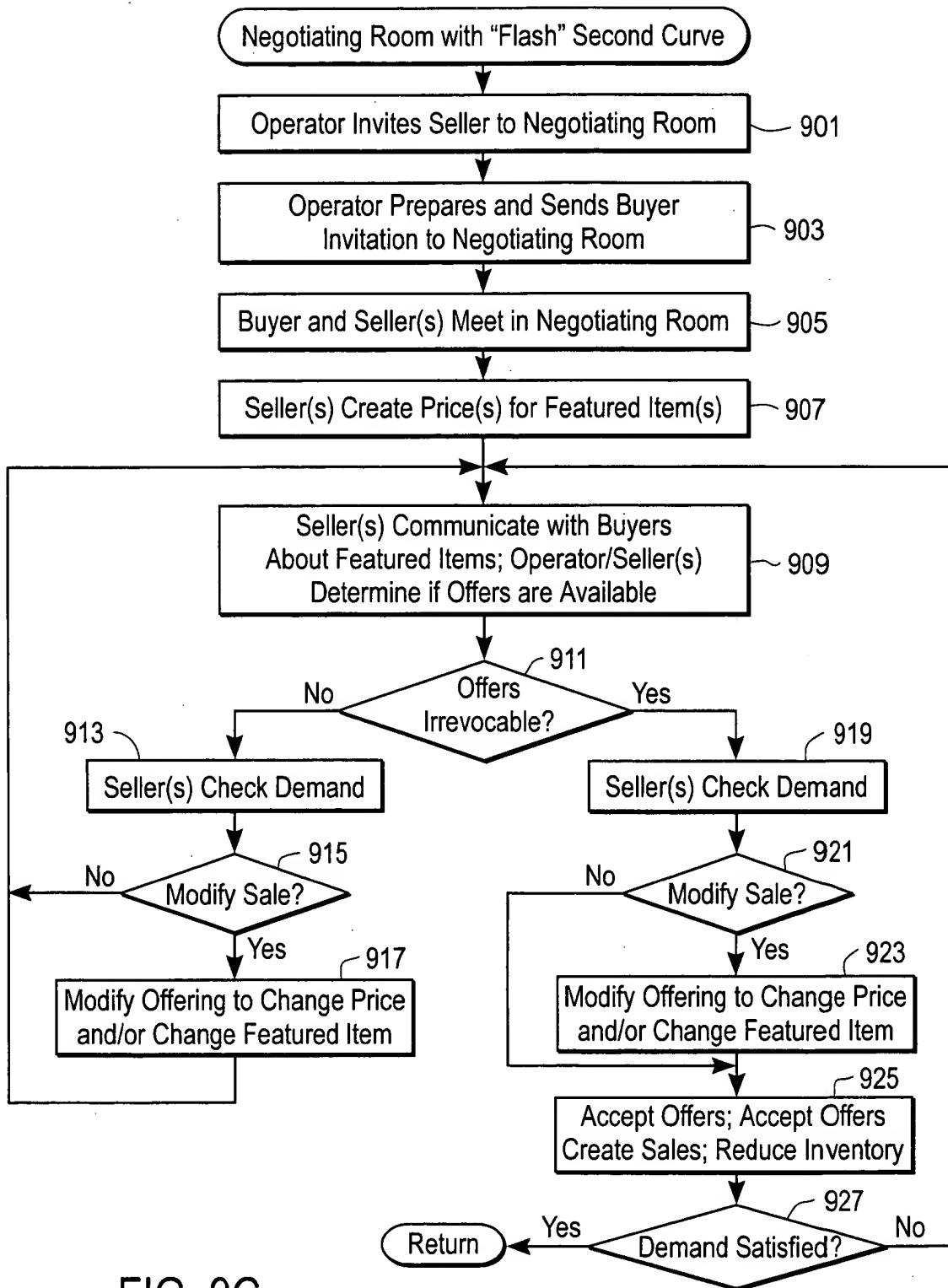


FIG. 9C



950

CATEGORY: VCRs

954 SCREEN SEARCH

Product #1

Featured Item  
Image

Seller: Sony

Features:

4 Heads

Hi-Fi

Timer

⋮

Bonus:

- Free DVDs

MSRP: \$149.00

OFFER

Ask Seller

951a

951b

Product #2

Featured Item  
Image

Seller: 800.com

Features:

4 Heads

Hi-Fi

No Timer

⋮

Bonus:

- N/A

MSRP: \$129.00

OFFER

Ask Seller

952a

952b

Product #3

Featured Item  
Image

Seller: Mercata.com

Features:

2 Heads

Mono

Timer

⋮

Bonus:

- N/A

MSRP: \$119.00

OFFER

Ask Seller

953a

953b

953

955

Time to Offer: 00:12:37

Negotiating Room

956

ABC123: What a great deal for #1. Only \$20 more for all that stuff!

Moderator: Make your offer for one of these products in just 12 minutes

Message:

SUBMIT

957

958

FIG. 9D



925

Your Product	Competitor #1	Competitor #2
Featured Item Image	Featured Item Image	Featured Item Image
Features: 4 Heads Hi-Fi Timer • • Bonus: • Free DVDs	Seller: 800.com Features: 4 Heads Hi-Fi No Timer • • Bonus: • N/A	Seller: Mercata.com Features: 2 Heads Mono • • Bonus: • N/A
MSRP: \$149.00 Seller Options: • Change Product • Change Price • Add/Delete Bonus • Request Flash Demand	MSRP: \$129.00	MSRP: \$119.00

Negotiating Room: 956

Time to Offer: 00:12:37 955

ABC123: How many video ports are there?  
 Seller: 4  
 Moderator: Flash offer in 12 minutes

Message: 986

SUBMIT 958

FLASH DEMAND CURVE 985

\$150  
\$140  
•

MSRP 901

Current Price

Offer Curve

ZOOM 985a MODIFY 985b UPDATE 985c ACCEPT 985d

SUMMARY 985

# of Offers: 2,785  
# of Committed: 465  
Price of Committed: \$142.34

FIG. 9E

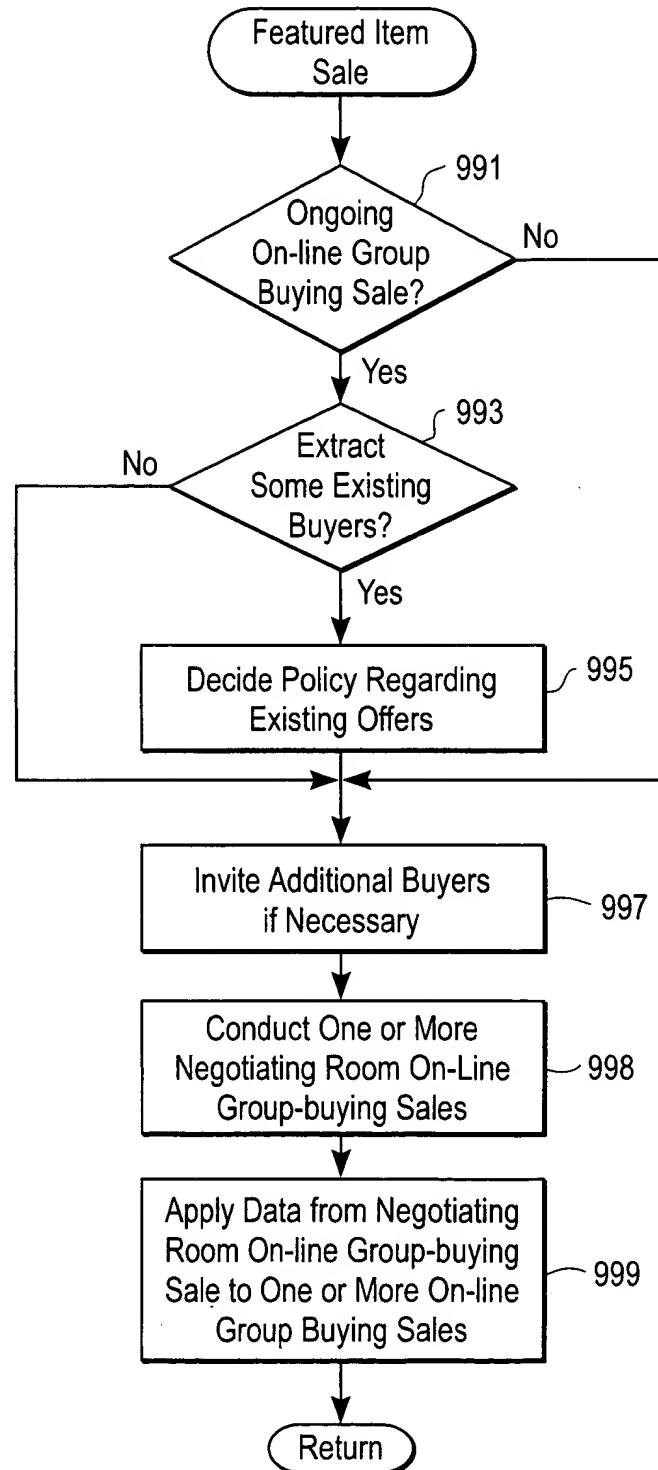


FIG. 9F



1000

1003      1002      1005

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<a href="#">Buyer's Guide</a>	Our Price: \$369.99   Our Price: \$80.99   Page 1 of 1
	► 1 Day Remaining
	<a href="#">Details</a>
	► 2 Days Remaining
	<a href="#">Details</a>

**MESSAGE BOARD**

- These things are great. My friend Joe had one, and he...
- This price is \$10 less than...
- The phone works really well with...

1004

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FIG. 10

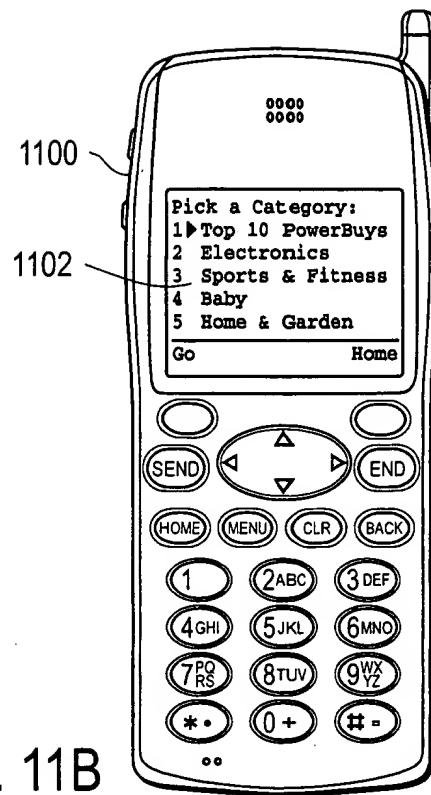
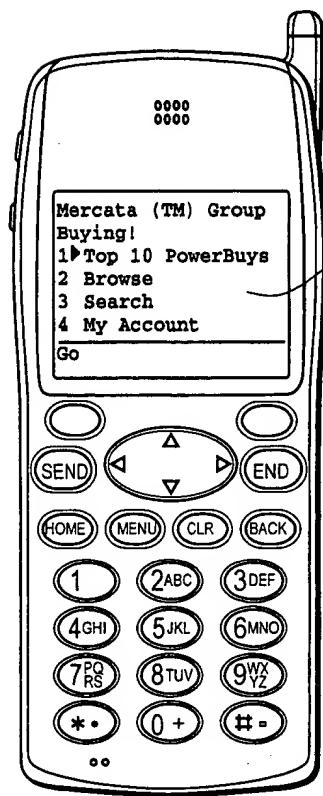


FIG. 11A

FIG. 11B

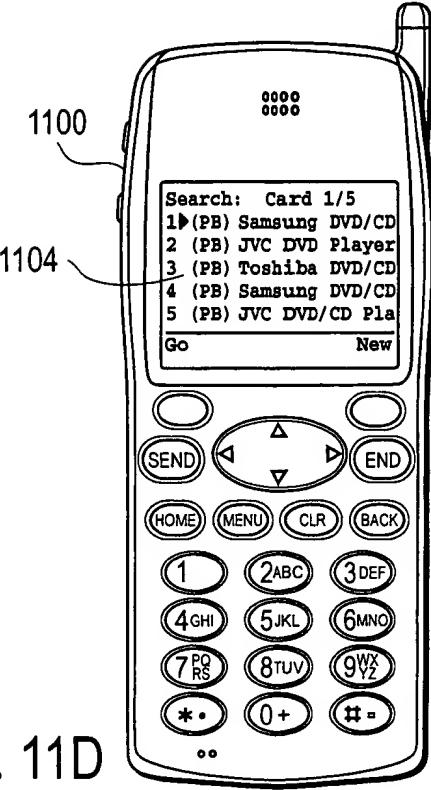
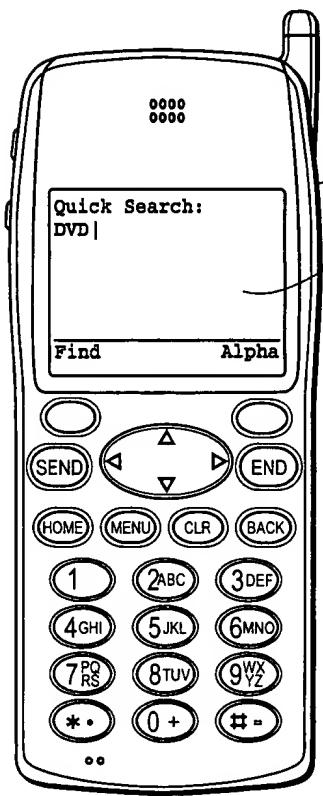
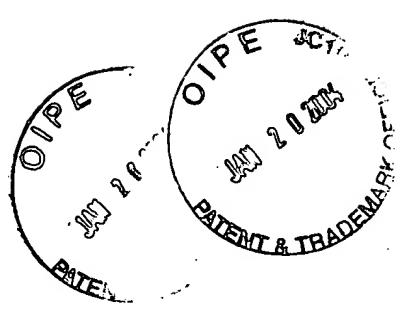


FIG. 11C

FIG. 11D



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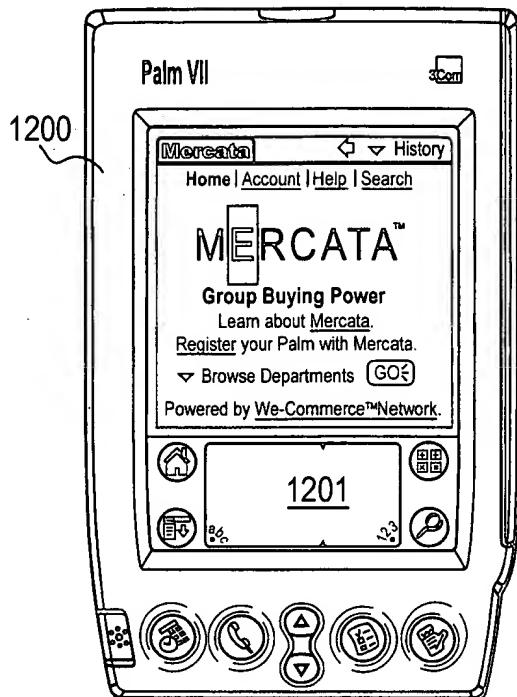


FIG. 12A

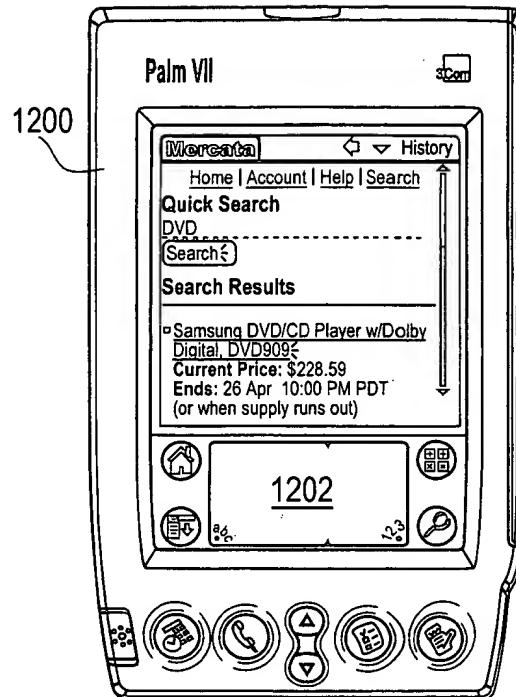


FIG. 12B



FIG. 12C

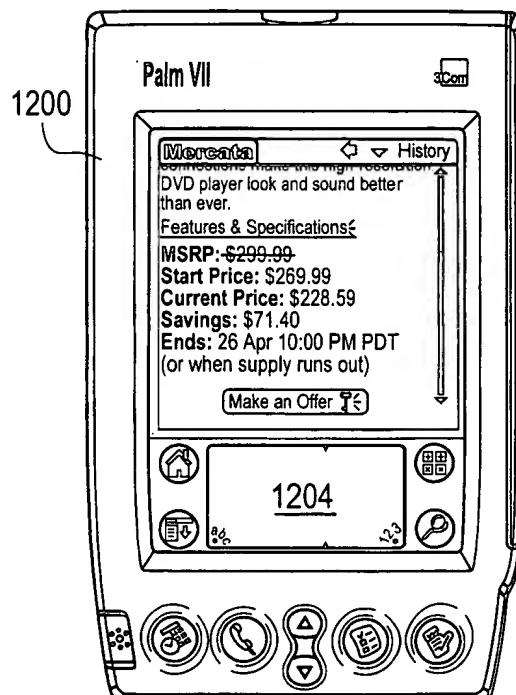
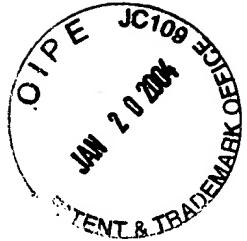


FIG. 12D



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A GROUP-BUYING SALE  
Inventors: Tom Van Horn *et al.*  
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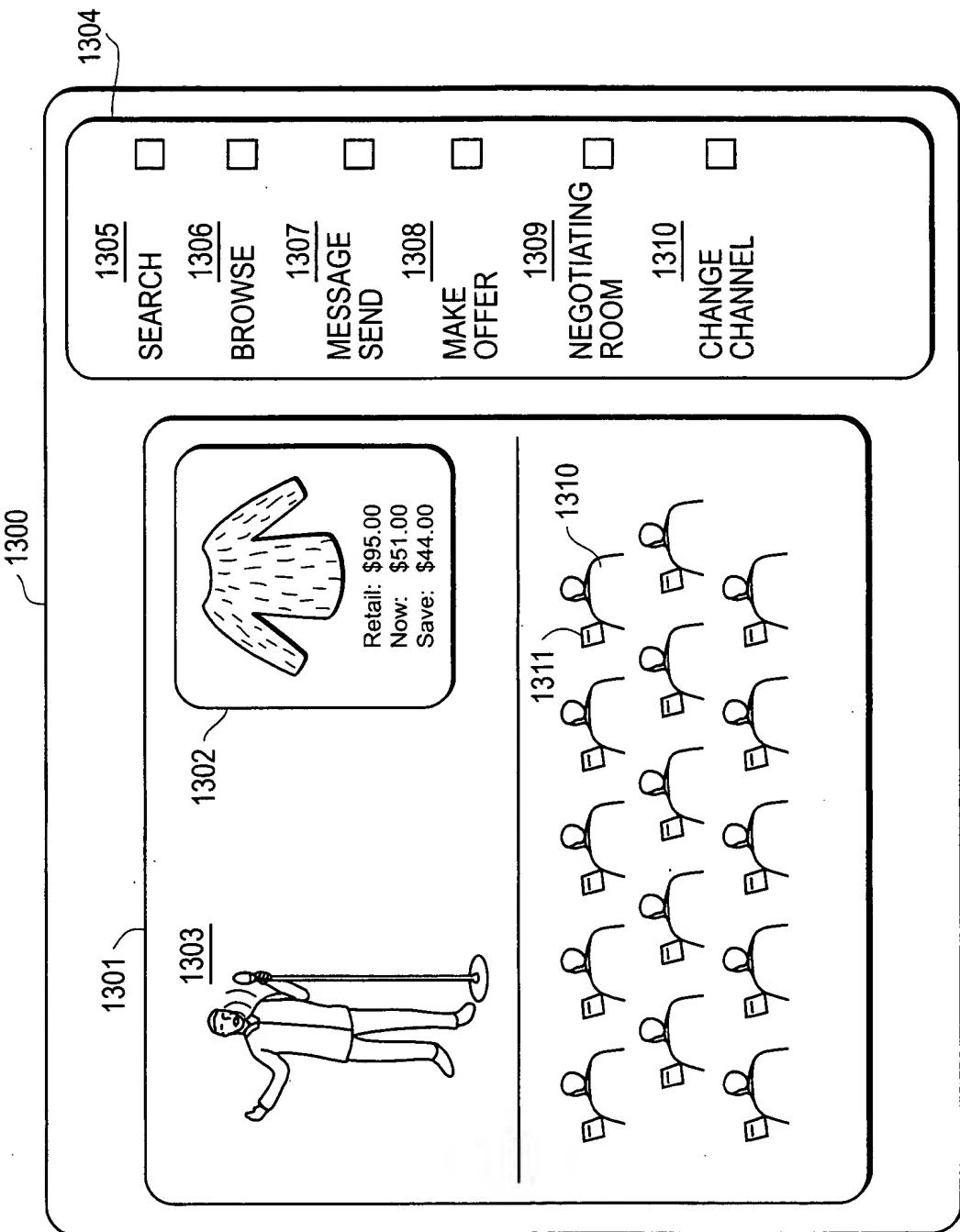
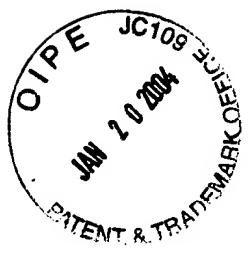


FIG. 13



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Inventors: Tom Van Horn *et al.*  
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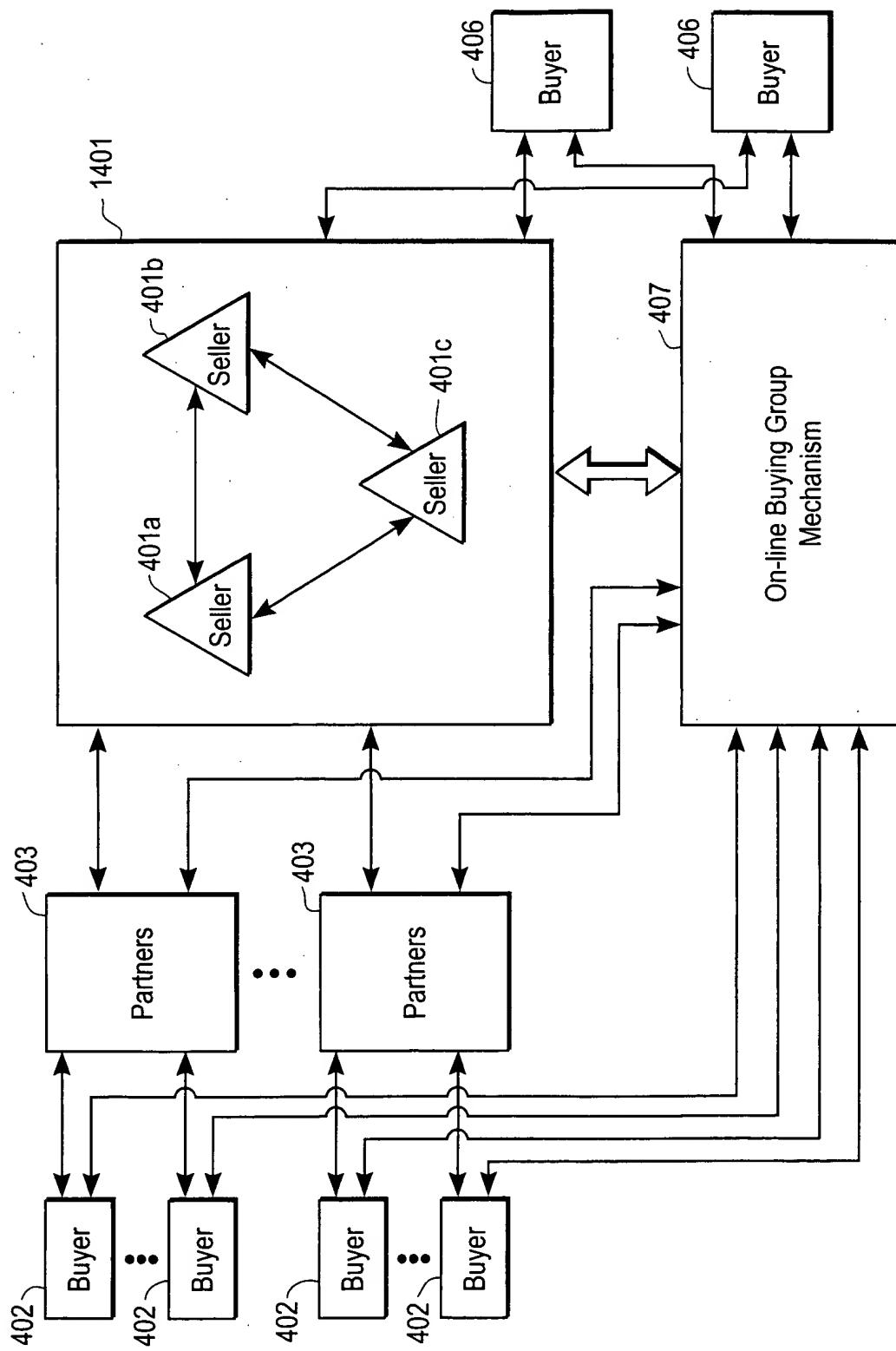


FIG. 14



Application No. 09/596,921  
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BUYER AND SELLER INTERACTION DURING  
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Inventors: Tom Van Horn *et al.*  
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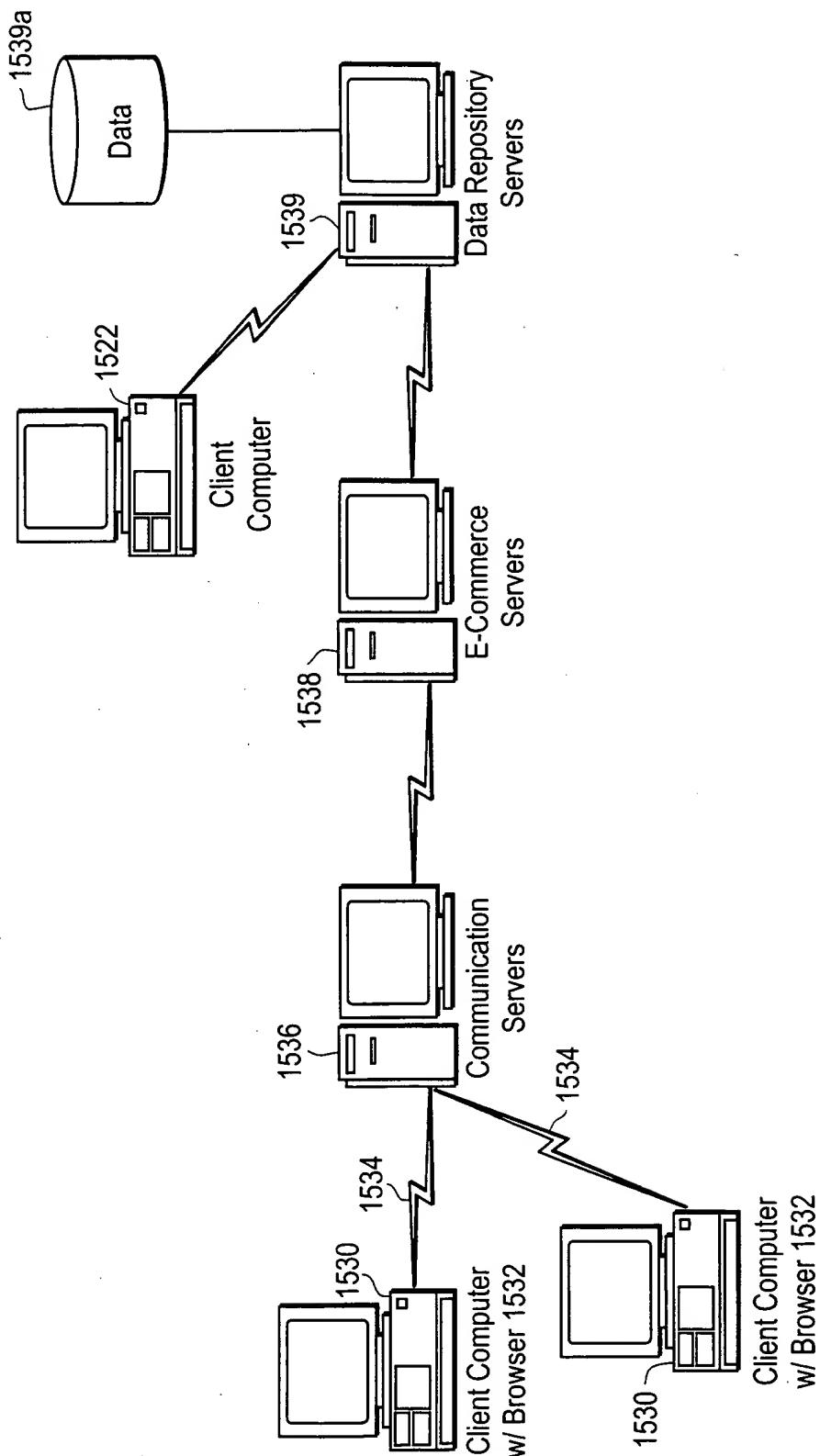


FIG. 15

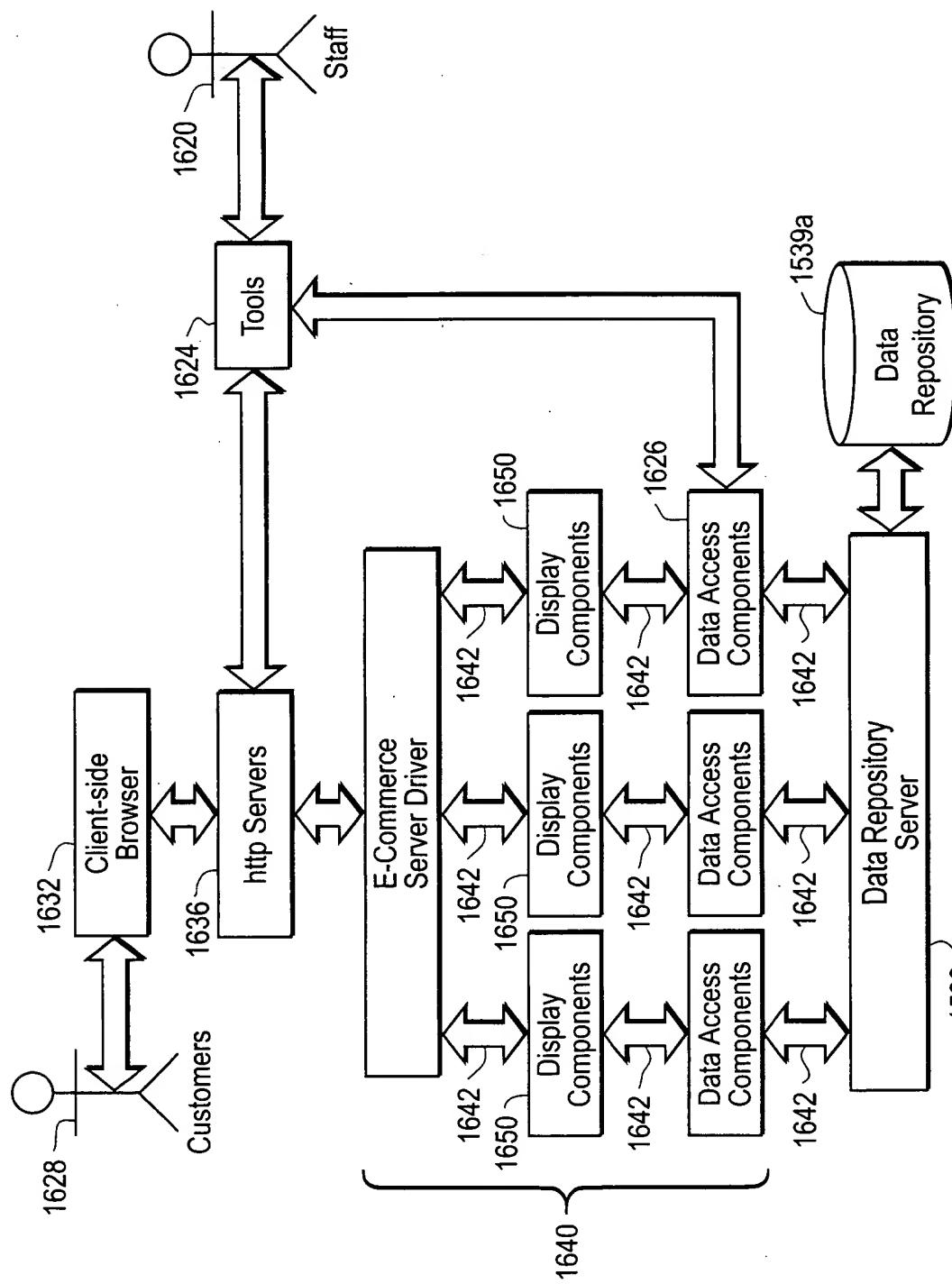


FIG. 16



Application No. 09/596,921  
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Inventors: Tom Van Horn *et al.*  
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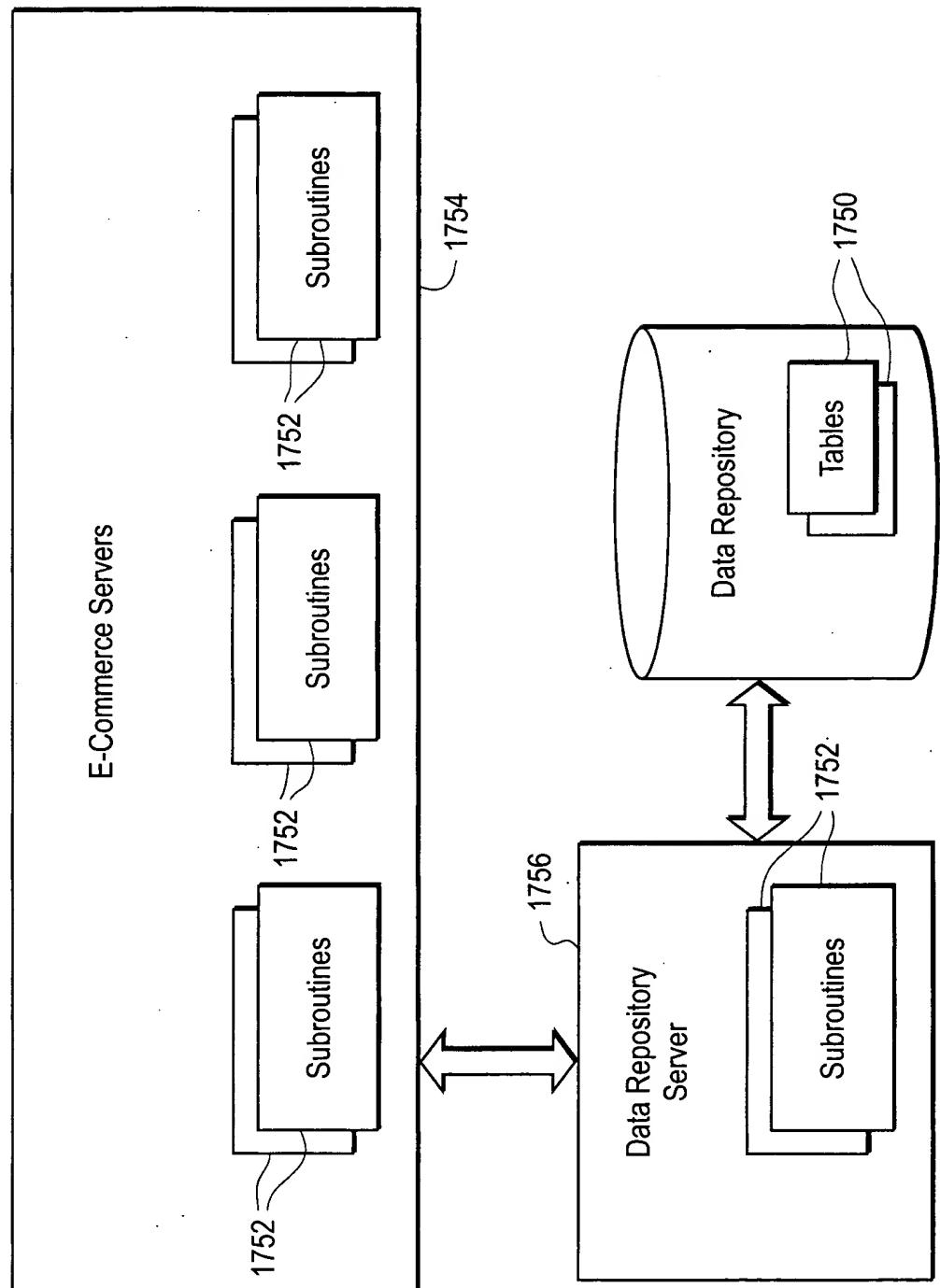


FIG. 17